

NAB Form PB-18 Issues

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 9-29-16
------------------------------	-------------------------

I, Laura Lancaster
do hereby request station time concerning the following issue:

Kentuckians for Strong Leadership

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

This broadcast time will be used by: _____

NAB Form PB-18 Issues

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

NAB Form PB-18 Issues

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Kentuckians for Strong Leadership
PO Box 7895
Louisville, KY 40257

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

(502) 540-2357
President: Kent Westberry
Treasurer: Michael Adams

NAB Form PB-18 Issues

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

9.29.16	<i>Laura Lancaster</i>	225.752.5159
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
<i>Jennifer D. Schneider</i>	<i>Jennifer Schneider</i>	<i>Station Sales Mgr.</i>
Signature	Printed Name	Title

CONTRACT



WEVV
477 Carpenter Street
Evansville, IN 47708
(812)464-4444

www.wevv.com

And:

Jamestown Associates #2
5 Mapleton Ave. Suite 300
Princeton, NJ 08540

<u>Contract / Revision</u> 37444 /		<u>Alt Order #</u> 25340225
<u>Product</u> ISSUE		
<u>Contract Dates</u> 10/26/16 - 11/08/16		<u>Estimate #</u>
<u>Advertiser</u> Poli/Issue/Kentuckians for Strong Leasersh		<u>Original Date / Revision</u> 11/07/16 / 11/07/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WEVV	<u>Account Executive</u> Washington Katz	<u>Sales Office</u> Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WEVV	10/26/16	11/08/16	M-F 7-9a CBS This Mornig	7a-9a		:30			NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	--WTF--				1	\$75.00			
Week:		10/31/16	11/06/16	MTWTF--				3	\$75.00			
Week:		11/07/16	11/13/16	MT-----				2	\$75.00			
N 2	WEVV	10/26/16	11/08/16	M-F 44 News 6-630p	6-630p		:30			NM	5	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	--WTF--				1	\$195.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WEVV	10/24/16-10/30/16	M-F 44 News 6-630p	6-630p	---WThF----	:30		\$195.00	NM		
			See MG 2.6									
	6	WEVV	11/08/16-11/08/16	M-F 7-9a CBS This Mornig	7a-9a	-Tu-----	:30		\$100.00	NM		
			Ⓜ MG for 2.1 10/27									
Week:		10/31/16	11/06/16	MTWTF--				3	\$195.00			
Week:		11/07/16	11/13/16	MT-----				1	\$195.00			
3	WEVV	10/29/16	11/06/16	M-Su 44 News 10p	10-1035p		:30			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	-----SS				1	\$140.00			
Week:		10/31/16	11/06/16	-----SS				1	\$140.00			
4	WEVV	10/30/16	11/06/16	Su 8a-930a	8a-930a		:30			NM	2	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	-----S				1	\$440.00			
Week:		10/31/16	11/06/16	-----S				1	\$440.00			
N 5	WEVV	11/08/16	11/08/16	M-F 7-9a CBS This Mornig	7a-9a		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/07/16	11/13/16	-T-----				1	\$95.00			
Totals											16	\$2,585.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	3	\$655.00	(\$98.25)	\$556.75
10/31/16 - 11/08/16	13	\$1,930.00	(\$289.50)	\$1,640.50
Totals	16	\$2,585.00	(\$387.75)	\$2,197.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

WEVV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WEVV
477 Carpenter Street
Evansville, IN 47708
(812)464-4444

www.wevv.com

Contract / Revision	Alt Order #
37444 /	25340225

Contract Dates	Product	Estimate #
10/26/16 - 11/08/16	ISSUE	

Advertiser	Original Date / Revision
Poli/Issue/Kentuckians fc	11/07/16 / 11/07/16

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

WEVV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.